



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



## INTERNATIONAL TRADE



## Boost your Business with Free Export Services

MEDC's International Trade Program offers export services to remove barriers so Michigan companies can pursue global market opportunities. The services below as well as many others, are available at no cost. To get started, contact your [International Trade Manager](#) today.

- Michigan's Small Business Development Center (SBDC) offers international search engine optimization (SEO) reports to help companies optimize their website for different countries.
  - SBDC also supports early stage or newly exporting companies with export readiness assessments. This includes export planning, financial assessment and marketing in order to prepare a company and product for international trade success.
  - MEDC's international trade centers serve more than 90 countries and offer matchmaking services, customized market research, pricing analysis and more - for companies looking to reach established or emerging markets.
  - The Michigan State Trade Expansion Program (MI-STEP) helps eligible businesses increase their reach in international markets by providing financial assistance to offset the cost of export-related activities. [Apply for a MI-STEP grant](#) today and reduce the cost of doing business in global markets.
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## **Last Chance to Register!**

### **Virtual Trade Mission to Sub-Saharan Africa**

**October 12-16, 2020**

**Registration Deadline: September 11**

Automation Alley's South Africa trade mission has been expanded to include countries in Sub-Saharan Africa. Companies interested in entering the market and engaging with Africa's 1.3 billion consumers are invited to join this virtual trade mission.

#### **Why Join?**

- Attend virtual matchmaking meetings with potential buyers and end users of your products
- Meet the key players you need to know to be successful in Sub-Saharan Africa

- Attend business meetings and conferences with government officials and industry leaders who will share their firsthand insights about the opportunities and challenges of doing business in Sub-Saharan Africa

Be sure to ask about [Michigan's State Trade Expansion Program \(MI-STEP\)](#), which may qualify your company to receive up to a 50 percent reimbursement for the costs of participating in the mission.

[REGISTER](#)

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## Defense and Security Virtual B2B Meetings

September 14-15, 2020

The organizers of Eurosatory are holding a virtual B2B meeting event called CONNECT to bring together French and other international companies, decision makers, buyers and suppliers in the defense and security industry.

**CONNECT allows you to:**

- Facilitate connections and develop your business network with potential customers, suppliers, commercial and technological partners
- Improve your business, your image and your know-how through the meeting platform and webinars
- Receive a personalized meeting schedule upstream according to your needs and your days of attendance

MEDC can support your participation in this virtual event with supplementary services like SEO reports, foreign office assistance and MI-STEP grants. Talk to your International Trade Manager to get started.

[REGISTER](#)

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## Upcoming Events

## **Leverage Today's Online Programs to Grow Your Business in Canada**

**September 2, 2020**

The new online normal means online business development tools have never been so important. Join IBT Online and learn how to leverage today's Canadian online environment. Be found, be understood, and be easy to do business with in Canada. Help your Canadian prospects, customers and partners do business with you by giving them a Canadian online Local User eXperience (LUX) in their language and market.

[REGISTER](#)

## **Doing Business in Japan**

**September 16, 2020**

Join Grand Valley State University's Van Andel Global Trade Center for this virtual event to gain practical knowledge and resources to succeed in doing business in Japan. As opportunities for business between Japan and Michigan grow, trade between the two regions continues to thrive. Japan is Michigan's fifth-largest market, with Michigan exporting over USD \$1.4 billion worth of goods to Japan in 2019.

[REGISTER](#)

## **Culture & Coffee: Navigating China**

**September 25, 2020**

Join Grand Valley State University's Van Andel Global Trade Center for this training session to educate companies on how to do business in China, as well as how to maneuver through cultural nuances business professionals often face while

working with or traveling to the market. Grab a cup of coffee or tea and join this virtual training to learn about the culture of China.

[REGISTER](#)

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## Mark Your Calendar

Are you ready to start thinking about in-person trade shows? Mark your calendars for MEDC's trade mission to IDEX 2021 which will take place **February 21-25, 2021**. IDEX is the only international defense exhibition and conference in the MENA region demonstrating the latest technology across land, sea and air sectors of defense.

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300 N. Washington Sq., Lansing, MI 48913 | (888)522-0103